## WHAT IS CLAIMED IS:

- 1. The method of customizing a software-implemented business process comprising:
  - a) providing customized metadata defining entities;
  - b) storing the customized metadata and data corresponding to the entities in a first data store;
  - c) providing a subscription list of the entities. the subscription list being defined by subscription metadata stored in subscription data store of a mobile computing device;
  - d) sending the customized metadata corresponding to the entities identified in the subscription list to the mobile computing device; and
  - e) storing the sent customized metadata in a second data store of the mobile computing device.
- 2. The method of claim 1 including: sending the data corresponding to the entities identified in the subscription list to the mobile computing device; and storing the sent data in the second data store.
- 3. The method of claim 2 including populating an entity defined by the sent customized metadata with the corresponding sent data.

- 4. The method of claim 3 including displaying the populated entity on the mobile computing device in accordance with a form defined by the sent customized metadata for the populated entity.
- 5. The method of claim 1, wherein the mobile computing device is selected from a group consisting of a mobile phone and a personal digital assistant (PDA).
- 6. The method of claim 1, wherein the customized metadata define data fields of the entities.
- 7. The method of claim 1, wherein the customized metadata define presentation forms for the entities.
- 8. The method of claim 1, wherein the storing step e) includes replacing old customized metadata stored in the second data store with at least some of the sent customized metadata.
- 9. A method of customizing a software implemented business process comprising:
  - a) providing customized metadata defining entities;
  - b) storing the customized metadata and data corresponding to the entities in a first data store;

- c) providing subscription list a of the entities, the subscription list being defined by subscription metadata stored in subscription data store of a mobile computing device;
- d) populating the entities identified by the subscription list with the corresponding data in accordance with the customized metadata;
- e) sending the populated entities to the mobile computing device; and
- f) storing the populated entities in an object data store of the mobile computing device.
- 10. The method of claim 9 including displaying one of the populated entities in accordance with a form defined by the sent customized metadata.
- 11. The method of claim 9, wherein the mobile computing device is selected from a group consisting of a mobile phone and a personal digital assistant (PDA).
- 12. The method of claim 9, wherein the customized metadata define data fields of the entities.
- 13. The method of claim 9, wherein the customized metadata define presentation forms for the entities.

- 14. The method of claim 9, wherein the storing step
- f) includes replacing old populated entities with at least some of the sent populated entities.
- 15. A system configured to customize a computerimplemented business process comprising:
  - a user interface configured to generate customized metadata defining entities in response to user input;
  - a first data store containing the customized
     metadata and data corresponding to the data
     entities;
  - a first data accessing system configured to access the customized metadata and the data contained in the first data store:
  - a mobile computing device including:
    - a subscription metadata store containing subscription metadata defining a subscription list of the entities;
    - a second data store; and
    - a second data access system configured to access the subscription metadata and the second data store; and
  - a synchronizer configured to send the customized metadata corresponding to the entities identified in the subscription list to the mobile computing device for storage in the second data store.

- 16. The system of claim 15, wherein the mobile computing device is selected from a group consisting of a mobile phone and a personal digital assistant (PDA).
- 17. The system of claim 15, wherein the customized metadata define data fields of the entities.
- 18. The system of claim 15, wherein the customized metadata define forms for the entities.
- 19. A method of customizing a software-implemented business process on a mobile computing device comprising:
  - a) providing customized metadata defining customizations of the software-implemented business process;
  - b) deploying the metadata to the mobile computing device;
  - c) storing the metadata in a data store of the mobile computing device; and
  - d) applying the customizations defined by the metadata to the software-implemented business process.
- 20. The method of claim 19 wherein the customized metadata define entities of the software-implemented business process.

- 21. The method of claim 20 including:
   providing a subscription list of the entities;
   wherein the deploying step b) includes sending
   the customized metadata corresponding to
   the entities identified in the subscription
   list to the mobile computing device in the
   deploying step b); and
  - wherein the storing step c) includes storing
    the sent customized metadata in the data
    store of the mobile computing device.
- 22. The method of claim 21, wherein the subscription list is defined by subscription metadata stored in the data store of the mobile computing device.
- 23. The method of claim 20, wherein the customized metadata define data content of the entities.
- 24. The method of claim 20, wherein the customized metadata define a user interface content of the entities.
- 25. The method of claim 20, wherein the business process is a customer relationship management application and the entities correspond to accounts of the customer relationship management application.